A detailed red-toned street map of Newark, New Jersey, serves as the background for the entire page. The map shows a dense grid of streets, with the Hudson River visible on the left and the New Jersey Turnpike on the right. The title and report year are overlaid on this map.

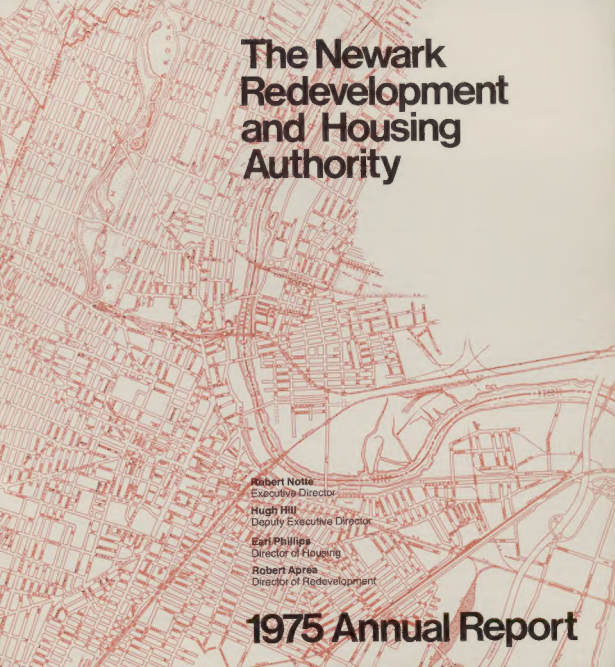
The Newark Redevelopment and Housing Authority

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1975 Annual Report

This Annual Report Was Published
by a Grant From the U.S. Department of Housing
and Urban Development.

Designed by
Donovan & Green

A detailed red line map of Newark, New Jersey, serves as the background for the entire page. The map shows a dense grid of streets, with major thoroughfares and the Newark River clearly visible. The title and other text are overlaid on the right side of the map.

The Newark Redevelopment and Housing Authority

Robert Nottie
Executive Director

Hugh Hill
Deputy Executive Director

Earl Phillips
Director of Housing

Robert Aprea
Director of Redevelopment

1975 Annual Report

A Year of Change, a Year of Progress in New Directions.

The Newark Redevelopment and Housing Authority can look back on 1975 as a year that included these major achievements:

Development of a new housing concept that creates low-density living quarters on a more human scale;

A greater role for tenants in the management of their buildings, in the security of housing developments, and in the services provided for residents;

A quickening pace of development in the industrial meadowlands and a furtherance of plans in the city's downtown commercial area;

Development of in-house professional services that allow quick and effective action in many areas of activity.

Such new directions more than offset limitations imposed on some areas of the Authority's activity by the nationwide economic recession and federal fund cutbacks.

Despite the slowdown in federal funds, considerable construction activity was in progress on the drawing boards. Contracts were let for the building of numerous "scattersite" housing units in viable neighborhoods. The new elderly apartment building on the edge of Lower Clinton Hill was completed. The Authority worked closely with the office of Mayor Kenneth A. Gibson to carry out an extensive Community Development Program to improve various neighborhood areas.

For these projects, the so-called "turnkey" method of construction is being employed. This well-tested method, authorized by federal legislation for public housing construction, affords considerable savings in time and cost over former procedures by allowing private developers to take responsibility for their work from start to finish.

In all its current and future building activities, the Authority aims at a better quality of housing than ever before. It is confident that residents can make the necessary adjustments to the housing types now being planned with much greater ease than before. And it sees such changing concepts as an important tool in strengthening and stabilizing existing and still-healthy neighborhoods in the city.

In addition to these new housing activities, the Authority is working to preserve and improve its existing housing facilities. A pilot project at Stella Wright Homes, scene of the prolonged rent strike ended in 1974, is upgrading the structures, improving security and reducing population density. Working with a HUD grant of \$5,843,260, the Authority is employing people from within the project and from its own forces to provide more community areas, beef up security, and renovate every unit in the 1,100 apartment project. The development of a tenant-management program is also a major objective of the improvement.

In its arrangements with outside contractors for improvement work, the Authority is vigorously applying its Affirmative Action Program to insure that a cross-section of the city's population is represented.

A key to Newark's future is the redevelopment of older commercial areas and its sprawling industrial meadowlands. During the year, the Authority moved to close complete redevelopment of its R-62 urban renewal area encompassing the Essex County Community College, the Essex County Vocational School, and sizable commercial blocks near the Essex County Courthouse Complex. That area's redevelopment will be completed with the erection of a major bank branch and a new parking garage-retail stores complex extending east to Washington Street.

In the meadowlands full-scale marketing and engineering studies were made to give the Authority good working guidelines for the best ways to bring new development to the area. The new developments in the meadowlands included Ideal Toy Company's plans to undertake a doubling in size of its massive plant, and the plans and construction activities of numerous other industries to expand or rehabilitate plants. A major factor in renewed interest in the meadowlands has been its advantageous location: Here are situated all important services, a close proximity to air and seaports, and access to a large labor pool.

Another bright new element in the industrial meadowlands picture is a new cooperative arrangement among the Authority, the New Jersey Economic Development Authority and the Newark Economic Development Corporation to bring in new industry. This activity is especially significant because it represents the first time the state EDA has committed funds and energies to an urban industrial site in New Jersey.

For the city, the EDA's participation creates an important new alliance that can bring more jobs and sorely-needed ratables to Newark.

The Authority itself would play a key role in a projected major Sports Coliseum in downtown Newark which was initiated by the Newark Economic Development Corporation, with the New Jersey Economic Development Agency as financial sponsor. The Coliseum concept, the product of a months-long study by professional consultants, is based among many other factors on the favorable results achieved in other coliseums in other cities, and on the estimate that it could draw attendance from a huge North Jersey population market. Such a Coliseum, if constructed, would provide an obvious economic shot-in-the-arm to the city's downtown area.

All the Authority's activities are focused on the goal of improving the habitations and lives of the city's residents, directly through new and improved housing, and indirectly—although equally as important—by enriching the economic base of the city. Just as new ways to achieve that goal have been implemented during the last year, so more new ways will be found to further our progress.

Robert Notte
Executive Director



Pearl Beatty
Commissioner and Chairperson



New Directions in Housing Management

The active involvement of residents in management and the utilization of their diverse skills is a major aim and policy of the Authority. The policy is being vigorously applied, as well, in a new security program in effect at public housing projects, and in the growing family services program available to residents.

Residents are arranging the management of their own projects at three of the city's major public housing sites. At one of these, Stella Wright Homes, this participation is an integral part of the \$5.8 million modernization program in effect there. As Pearl Beatty, chairperson of the Authority, has said: "Where there is a sense of stigma about living in a public housing development, the best way to combat it is for everyone to make an effort to improve living conditions to the point where pride becomes the dominant feeling among residents."

In other areas of the city, notably in the low-rise "scattersite" units for which contracts were first awarded during the year, a plan is being offered whereby residents can ultimately opt for home ownership.

Yet another direction is being taken at the new 10-story building for the elderly in the lower Clinton Hill area. Here the Authority is contracting with an experienced private firm to handle the management.

An essential part of this new direction in management is the security system that is being developed at public housing. Again, tenants work hand-in-hand with the Authority to strengthen this important contribution to the community's well-being.

Equally important are the family services that the Authority is providing at housing developments. These include programs for the elderly and Spanish-speaking residents; case work and referral services; a home counseling service both preliminary to residents' moving in and after they become residents; and a variety of recreation programs. Through these programs and services, virtually every one of some 40,000 residents in public housing in the city becomes involved.

"Where there is a sense of stigma about living in a public housing development, the best way to combat it is for everyone to make an effort to improve living conditions to the point where pride becomes the dominant feeling among residents."



New Directions in Housing Development

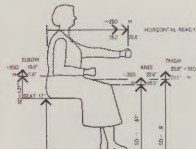
The Authority is engaged in a multi-faceted program of new construction and rehabilitation. It no longer develops high-rise, high-density housing as the standard structures for low-income residents. It is, however, sponsoring the construction of high-rise units for the elderly, which have a history of success. It also is implementing wherever possible, in a number of key areas in Newark, the development of low-density, low-rise units that are being planned to conform to other homes in existing and unblighted neighborhoods.

In certain areas, including a 10-story elderly project in the Central Ward, James C. White Manor, was completed under the turnkey construction concept with private developers. The benefits of turnkey construction are several, among them a cutting of costs and construction time, and the greater involvement of private enterprise in the public housing program.

In other special city areas, the Authority has begun work on a Community Development program that will see hundreds of new low-rise, low-density units built in sound, existing neighborhoods.

The Authority's role in the Section 236 program has seen the planning and construction of numerous moderate and middle-income housing units on land that a few years ago was desolate of decent housing.

Research from a Harvard study helped determine facility design and layout for the 10-story elderly project, James C. White Manor, a turnkey construction project.



4 Body dimensions strong (177" tall)
Elbow level
Knee and thigh levels
Horizontal reach

The Authority is implementing, wherever possible, in key areas of Newark, the development of low-density, low-rise units that are being planned to conform to other homes in existing and unblighted neighborhoods.



Community Development Program

The Authority has joined hands with the office of Mayor Kenneth A. Gibson to implement a housing program designed to strengthen some of the city's still-solid neighborhoods. Part of an overall Community Development Program funded by Congress with \$20.5 million, the housing program aims to upgrade existing neighborhoods and ultimately to improve the tax and income base of the city.

The housing and other phases of the program were carefully worked out after a series of public meetings and hearings were held to ascertain community needs. With the mayor's office responsible for planning, the Authority has been handling land acquisition, sale to qualified developers and relocation of families and businesses. The Authority's role extends over a three year period.

The kind of housing that the Authority expects to see built in the neighborhoods will conform closely with the character of each neighborhood. Units will be low-density, low-rise, built to human scale and human needs. Four locations in which land activities were started during the year are in the Old First Ward (North Ward), the Elizabeth Avenue-Valley area, the Vailsburg area, and the Central Ward or "Heartland" area.

New Directions in Development Methods

The Authority is attacking housing blight in the city using a variety of methods, drawing upon a number of sources of revenue.

- | | |
|-----------------------|---|
| Scattersite housing: | A concept of locating individual, low-rise, low-density housing units in still-solid neighborhoods. |
| Turnkey Construction: | A building-development method in which private contractors, under closely defined bidding procedures, take responsibility for construction, turning it over to the Authority upon completion. |
| Section 8 program: | (Section of the Housing and Community Development Act) which has replaced all other federally-funded assistance programs, providing both new construction and substantial rehabilitation. |
| Section 236: | A provision of the housing act providing for the construction of moderate or middle income housing on urban renewal land by non-profit sponsors such as community groups and non-profit corporations. |



‘ The kind of housing the Authority expects to see built in the neighborhoods will conform closely with the character of each neighborhood ’

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Industrial Development

The continuing vitality of Newark's downtown business district is essential to the city's future. Here are located headquarters of the state's largest banking organizations, the world's largest telephone company, and another telephone company, which is among the nation's leaders. The New Jersey Bell Telephone Company, and Public Service Electric and Gas Company, the state's largest utility, are headquartered in the city, as are major department stores, financial organizations and leading law firms.

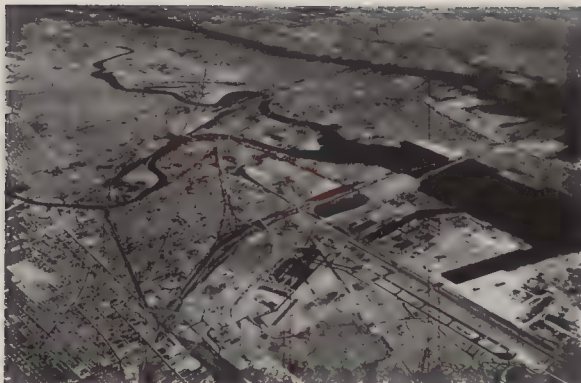
Integral to the city's commercial complex are the new Newark International Airport and the Port Newark-Port Elizabeth seaport which is the world's largest container shipping port. Combined with a rail and highway network that links the city with major commercial centers all over the nation, these air and sea terminals constitute a priceless asset to the city and its commercial life.

The urban renewal program in the city, administered by the Authority, has been an important instrument in the reinvigoration of the city's commercial district. Among its most recent and visible successes have been the Gateway complex and Blue Cross building. During 1975 plans were announced for the construction of a major bank branch, a parking complex, commercial building, and an electrical supply center, all in the Essex County Courthouse area. Further plans in the Penn. Central Station area indicate the importance of that area in the city's future.

In the coming months, the Authority plans to intensify its activities toward further development of the downtown area.



Newark's industrial meadowlands has been cited as among the most valuable pieces of industrial development property anywhere.



New Directions in Commercial Development

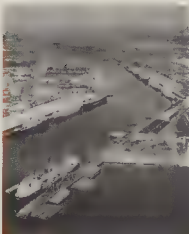
The Authority's program to bring new industrial development to the city has focused on the city's industrial meadowlands. This area has been cited as among the most valuable pieces of industrial development property anywhere. The proximity of such key factors as a large labor pool and major transportation and highway lines makes it desirable for industries to locate within the meadowlands.

The Authority's primary urban renewal responsibilities in the meadowlands are the preparation of land and its sale to developers. Cooperating in the marketing effort is the Newark Economic Development Corporation which provides an essential assistance in all land sales. Aids in this work have been the development of new land stabilization techniques and in the realm of enticing development, the state's Fox-Lance law which allows tax abatement to developers. Renewed interest in the meadowlands in 1975 was reflected in the plans of many industries to expand and of several companies to build new facilities. Among industries which have recently built facilities is the Ideal Toy Corporation which a 600,000 square foot plant in the meadowlands. Ideal will add 400,000 additional square feet to its existing plant.

The Authority sees the meadowlands as a key to the city's future economic health.



Integral to the city's commercial complex are the Newark International Airport and the Port Newark-Port Elizabeth seaport which is the world's largest container shipping port.



Education

The Authority has played an active part in the expansion of the five universities or colleges within the city as administrator of the urban renewal program. Growth of these schools has been such that Newark now rates as the education center of New Jersey. Over 26,000 students attend classes daily at Rutgers University, New Jersey Institute of Technology (formerly Newark College of Engineering), Seton Hall University School of Law, the New Jersey College of Medicine and Dentistry and Essex County College.

Rutgers has opened 11 new buildings at its city campus since the mid-1960s, and the expansion continues.

Seton Hall completed its downtown law school during the year and expansion at New Jersey Institute of Technology has brought to 13 the number of buildings on its 20-acre campus.

The new megastucture of Essex County College neared completion during the year. This \$30 million school plant, located adjacent to the Essex County Courthouse complex, features an open-door policy and a wide range of programs to promote educational and career development among county residents.

Also nearing completion was the College of Medicine and Dentistry, representing an investment of some \$189 million in health education, research and service.

Rutgers University, New Jersey Institute of Technology (formerly Newark College of Engineering), Seton Hall University School of Law, The New Jersey College of Medicine and Dentistry and Essex County College are part of Newark's developing education belt.





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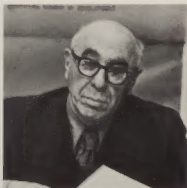
Board of Commissioners



Pearl Beatty
Commissioner and Chairperson
Executive Secretary
The Insurance Fund Commission
City of Newark



James Cunderi, Esq.
Commissioner and Vice Chairman
Attorney at Law and
Chairman of the Board
North Ward Educational & Cultural Commission



Peter Yablonsky
Commissioner
Retired President Emeritus,
Painters District Council No. 10,
Greater Area Council



Robert Notta
Secretary to the Board
Executive Director of the
Authority



James A. Krauskopf
Commissioner
Director
Office of Newark Studies



Millard E. Terrell, Treasurer
Commissioner
Inspector
United States Air Force

Letter From the Mayor



If we are going to have progress in Newark, we must have change, for progress cannot be achieved by standing still. The recent past has seen change almost everywhere in our city, and now we are growing in new and dynamic directions.



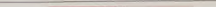



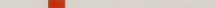
Much of the change in our city has come about through programs which are the responsibility of the Newark Redevelopment and Housing Authority. We are witnessing great steps forward in the areas of commercial and industrial redevelopment and significant improvements in public housing. By the efforts of the Authority, along with thousands of residents of public housing, community groups, and agencies at all governmental levels, we have already accomplished many of our goals.

With continued effort by the Redevelopment and Housing Authority we are certain to achieve further progress. These efforts have my full support and interest, and they deserve the support of all those who are trying to make Newark a much better place for everyone.

Kenneth A. Gibson
Mayor

OF

Funds Available for Expenditures Fiscal Year 1976-77

Allocations	Millions	0	5	10	15	20	25	30
Low-Income Operating Budget	\$23,951,330							
Modernization-Capital Improvement	\$19,248,860							
T.P.P./Special Programs	\$2,318,000							
Development-Housing Construction	\$9,869,640							
Leased Housing	\$889,650							
Urban Renewal Community Development	\$3,000,000							
Urban Renewal Acquisition	\$26,866,950							
Total \$ Available	\$86,144,430							



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